GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:650
ANSWERED ON:18.07.2002
RULES FOR ADVERTISEMENTS ON T.V.
BHUPENDRASINH PRABHATSINH SOLANKI

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether advertisements being shown on television are not complying with the rules;

(b) if so, the reasons for non-compliance of the Rules in this regard; and

(c) the concrete steps taken by the Government for the strict compliance of the rules?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) to (c): Advertisements telecast on television channels, re-transmitted through Cable TV Network, are required to adhere to the Advertisement Code prescribed in the Cable Television (Regulation) Act, 1994. The Government has constituted an Inter-ministerial Committee to take cognizance suo moto or of specific complaints regarding violations of the Advertisement Code. Appropriate action as per rules is taken against the channels violating the Code.